

DATES TO REMEMBER

Deadline to apply

March 25, 2021
5:00 pm (PST)

Deadline to take GMAT/GRE
(General)/NTS GAT (General)

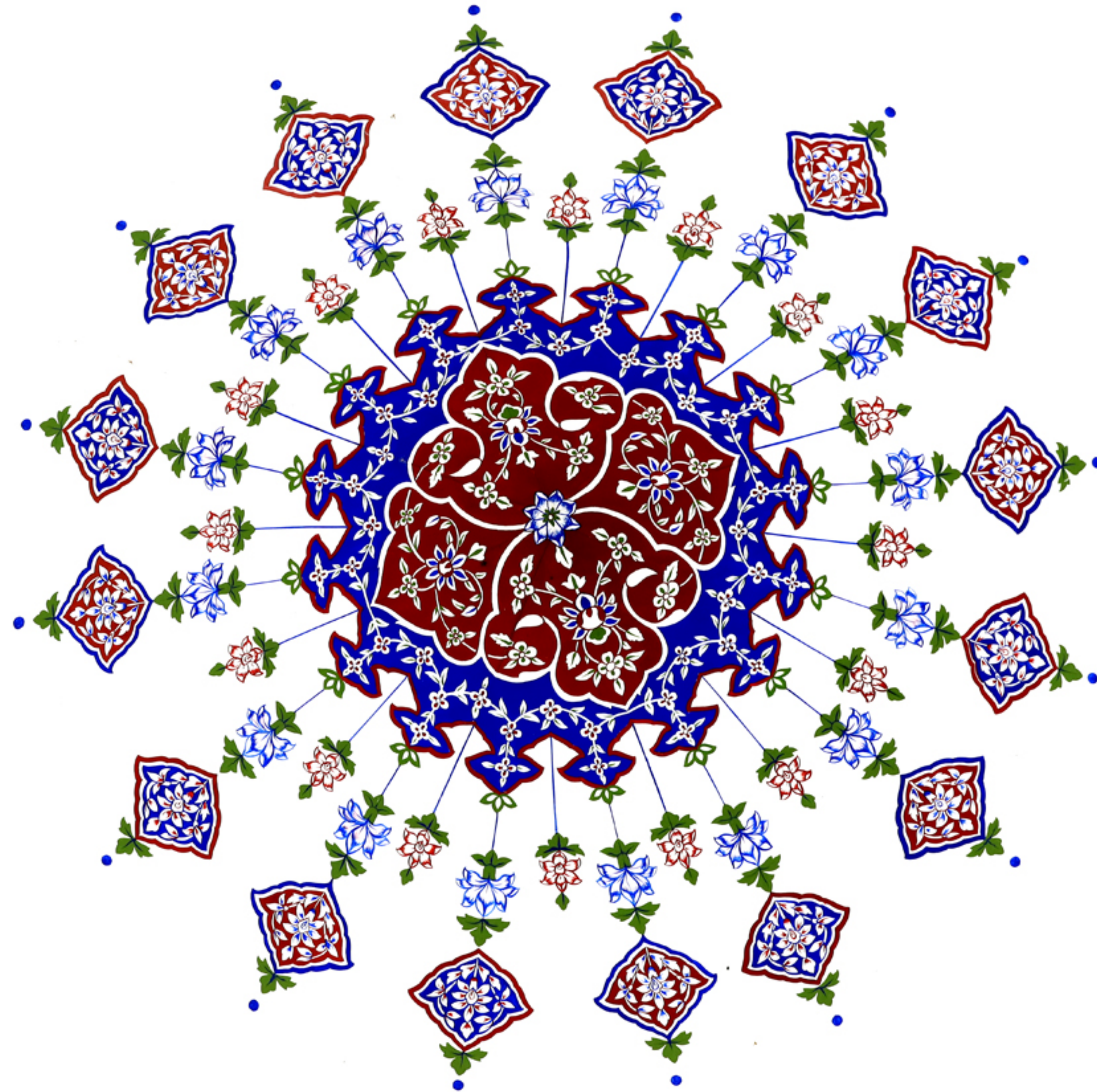
March 22, 2021

Deadline to submit
online supporting
documents

March 29, 2021

Admission decisions

**June 15 -
July 31, 2021**



LUMS

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 Ph: +92 42 111 11 LUMS (5867) Ext. 2177
 Email: admissions@lums.edu.pk
 Website: www.lums.edu.pk



#LearningWithoutBorders
 #MeritMatters



ENVISION
 YOUR SUCCESS

MBA

FALL 2021

SULEMAN DAWOOD SCHOOL OF BUSINESS

ENVISION YOUR SUCCESS



MESSAGE FROM THE HONORARY DEAN

Few experiences in life can be as transformational as undertaking MBA studies at LUMS because we are about speed, thought, and action. Our MBA students at the Suleman Dawood School of Business (SDSB) want to make things happen fast and with insight. They delve into hundreds of case studies, develop a network of energetic peers, are exposed to the best minds from across industrial sectors and academia, and become change-makers who seek to positively impact society. This makes LUMS the best place in Pakistan to study business.

Walk-the-talk. Put your aspirations to work. Come to LUMS, and let us turn you into leaders who build tomorrow.

We're looking forward to welcoming you in the Fall.

DR. ALNOOR BHIMANI

Honorary Dean
Suleman Dawood School of Business

THE SDSB ADVANTAGE



Suleman Dawood School of Business (SDSB) at LUMS is Pakistan's only business school to have achieved accreditation by AACSB International —The Association to Advance Collegiate Schools of Business (AACSB). Since 1916, AACSB has become a globally recognised leader in assessing and evaluating business schools for programme quality, relevance, impact, and overall educational services. Only around 5 percent of the world's business schools have currently earned this distinction. The rigorous accreditation process ensures that an accredited institution matches global standards of education and is constantly evolving in response to the needs of its stakeholders. SDSB's AACSB accreditation is testimony to the quality of its education and research, enabling it to stand out not only in the region, but around the world. The vision of AACSB International is strongly reflected in SDSB's commitment to ensure an environment of continuous improvement ingrained in all aspects of the School's life. In this sense, SDSB aims to produce highly skilled graduates who have the ability to lead, transform and create long lasting impact in business and society.



Ranked 251-300 by Times Higher Education (THE) Asia World University Rankings

Fully funded scholarships available for local and international students

Rated **Top 30** in QS MBA Asia Rankings 2021 and **Top 250** in QS MBA Global Rankings 2021

Harvard Business Publishing **content partner**

Participant-centred and **Experiential Learning** focusing on industry diagnostics & entrepreneurial drills

800+
indigenously developed case studies on local industry

96%
employability index after graduation

50%
scholarships awarded to all women admitted to the programme

17
international student exchange programmes

THE LUMS MBA

The MBA Programme at the Suleman Dawood School of Business at LUMS is as unique as it is transformative. It is focused on creating business leaders with the power to effect positive societal change. It is premised on tackling the complexities of a rapidly evolving world where global shifts, technological change, business model innovations, and novel managerial expertise require the application of extreme business intelligence and the capacity to act quickly. The LUMS MBA empowers men and women to question, re-think and mobilise organisational impact, enterprise performance, and business growth at national, regional, and global levels. Our MBA graduates are recruited by leading organisations in Pakistan and internationally, while many opt to kick-start entrepreneurial ventures of their own.

The Programme deploys participant-centred learning inclusive of simulations, role-plays, case studies, and industry visits. MBA students also tackle hundreds of business cases to develop their capacity to make decisions and act across a broad range of situations. Additionally, the MBA provides practical experience based on real-world dilemmas, supported by professional mentorship through the three Experiential Learning components of the Programme.

Research and teaching at LUMS truly offers its community 'Learning Without Borders' by breaking academic, geographic and socio-economic barriers to make education accessible to all. The University continues to be an intellectual hub, rich with varying perspectives and transformative



Our MBA core courses are designed with input from CEOs and senior industry experts to ensure that our graduates demonstrate high knowledge in core business areas, including finance, marketing, and strategy. Through a unique blend of classroom instruction, targeted practice, and constructive feedback, students acquire essential soft skills honing in on high-level communication, public speaking, and the ability to navigate across different organisational cultures.

ideas. With an environment brimming with inclusion, unity, and boundless knowledge, learning continues within and beyond campus walls to develop innovators, leaders and change-makers who can contribute to the community and build strong borderless networks.

A TRADITION OF TEACHING EXCELLENCE



The SDSB MBA faculty strives to empower future business leaders using the case method of teaching and other participative tools to hone their understanding of management issues and decision-making situations. It is actively engaged in research on challenges and opportunities offered across business contexts. Faculty members serve as trusted advisors and consultants to decision-makers, tackling real-world issues through the practical application of business theory and knowledge.

The School has 58 full-time faculty members, a team of professional adjuncts, and executives in residence teaching across a range of areas, including Accounting and Finance, Marketing, Organisational Behaviour, Human Resource Management, Strategy and Operations, Management Information Systems, and Information Technology.

The SDSB faculty engages in cutting-edge research across fields of business to create and develop managerial thinking and practices, and pedagogical knowledge. Pioneering research conducted by the faculty is published in the world's best journals and case hubs. SDSB is a Harvard Business Publishing content partner, contributing insightful and meaningful research at a global level. The School's emphasis on practically relevant research and promotion of knowledge-sharing between the academia and industry creates synergy between theory and practice.

In 2019, SDSB faculty published 50 research papers, out of which 30 were published in prestigious international journals (A/A* rankings based on Australian Business Deans Council Journal Quality List). They also wrote 37 new Pakistan specific cases and notes drawn from real-life issues in organisations, experienced first-hand through research or consultation.

THE PROGRAMME STRUCTURE

The MBA at SDSB is a two-year programme built on the case method of teaching and a focus on tackling real-world business challenges. A collection of core and elective courses, combined with Experiential Learning through active industry engagement from day one, sets this Programme apart as a model for advancement, growth, and success. The Experiential Learning process is grounded in the practical application of reflective thinking to analyse and make impactful decisions. During the MBA, students work on over 800 cases in which they become active learners and decision-makers, developing critical thinking and quantitative reasoning skills. They analyse and apply theoretical frameworks to debate and develop arguments and make powerful cases to energise businesses, teams, and entrepreneurial ventures.

THE CASE METHOD

LUMS has pioneered the use of the case method in Pakistan. Students work on cases based on actual managerial challenges drawn from real-world examples. They take on the role of decision-makers and provide solutions to real-life business issues in a classroom setting.

SUMMER IMMERSION PROGRAMME (SIM)

SIM develops a strong base for students to help them succeed in the rigorous two-year MBA Programme that follows. It builds knowledge and understanding of fundamentals through communication, business, finance, and computer application modules.



EXPERIENTIAL LEARNING (EL)

The MBA Programme at LUMS is entirely case-based with an Experiential Learning component through active industry engagement. The EL component includes:

Industry Analysis
Exercise
EL-1

My Start-up
EL-2

MBA Consultancy
Project
EL-3

A TRULY GLOBAL LEARNING EXPERIENCE

Each year MBA students can opt for a semester abroad at any one of our exchange partner schools:

1. BOND UNIVERSITY, AUSTRALIA
2. BROCK UNIVERSITY, CANADA
3. EMLYON BUSINESS SCHOOL, FRANCE
4. ESSEC BUSINESS SCHOOL, FRANCE
5. IÉSEG SCHOOL OF MANAGEMENT, FRANCE
6. GUANGHUA SCHOOL OF MANAGEMENT, CHINA
7. TSINGHUA UNIVERSITY SCHOOL OF ECONOMICS AND MANAGEMENT, CHINA
8. INDIAN SCHOOL OF BUSINESS, INDIA
9. MANAGEMENT DEVELOPMENT INSTITUTE, INDIA
10. KOÇ UNIVERSITY, TURKEY
11. ÖZYEGIN UNIVERSITY, TURKEY
12. SABANCI UNIVERSITY, TURKEY
13. NAGOYA UNIVERSITY OF COMMERCE AND BUSINESS, JAPAN
14. SEOUL NATIONAL UNIVERSITY, SOUTH KOREA
15. PUTRA BUSINESS SCHOOL, MALAYSIA
16. UNIVERSITY OF MALAYA, MALAYSIA
17. UNIVERSITI SAINS MALAYSIA, MALAYSIA



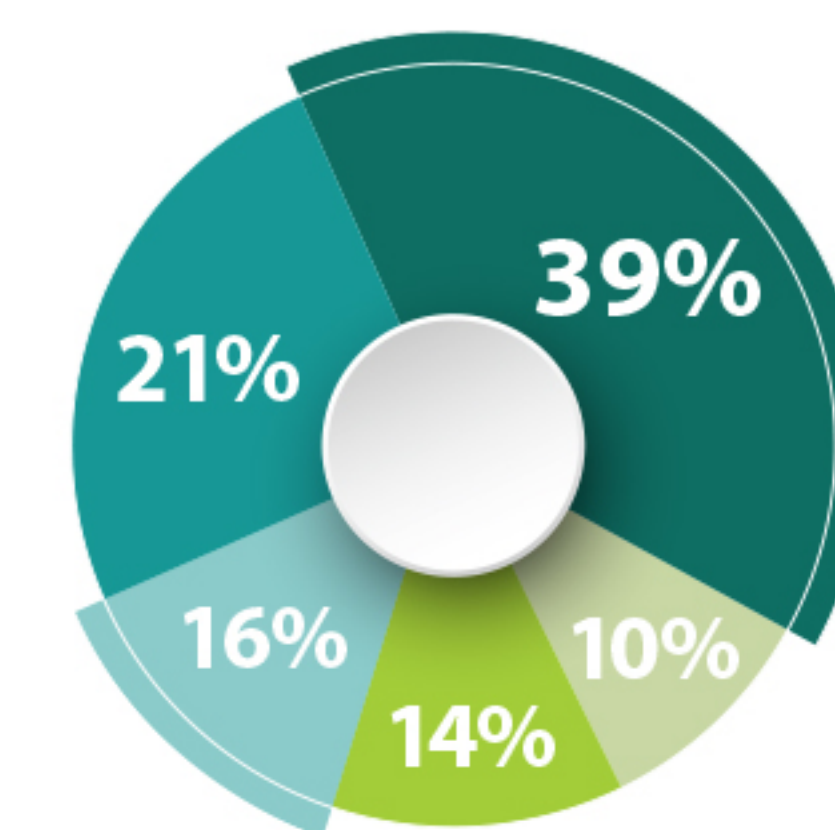
STUDENT PROFILE

The SDSB MBA attracts applicants from diverse backgrounds, various academic disciplines, and a wide cross-section of the industry. This diversity is a major strength of the MBA Programme, translating into varying perspectives and promoting debate through the case method of learning.

MBA 2022 CLASS PROFILE

Male 84	Female 40
Average Age 26 years	Average Experience 2.5 years

MBA 2022 ACADEMIC BACKGROUND



- Accounting and Finance
- Business Management and Marketing
- Economics
- Engineering
- Others

OUR PLACEMENTS

EMPLOYERS OF THE CLASS OF 2020

- | | |
|-------------------------------------|--|
| ■ 7 Vals | ■ Metro Cash & Carry |
| ■ Afiniti | ■ National Agriculture Robotics Lab |
| ■ British American Tobacco | ■ Nestle |
| ■ Cheetay | ■ Procter & Gamble |
| ■ Colgate-Palmolive | ■ Reckitt Benckiser |
| ■ Contour Software | ■ Servaid |
| ■ Daraz.pk | ■ Swyft Logistics |
| ■ Elixir Securities | ■ Telenor |
| ■ Engro Fertilizers | ■ TkXel |
| ■ Foodpanda | ■ United Nations Development Programme |
| ■ HBL | ■ VentureDive |
| ■ ICI Pakistan Limited | ■ VFairs |
| ■ International Finance Corporation | ■ Xavor Pakistan |
| ■ McKinsey & Co. | ■ Zong |



2020 JOB PLACEMENTS BY FUNCTION

ACCOUNTS & FINANCE
20%

FAMILY BUSINESSES/
SELF-EMPLOYED
5%

HUMAN RESOURCES
5%

INFORMATION
TECHNOLOGY
3%

MANAGEMENT
TRAINEE/ROTATION
20%

MARKETING/SALES
43%

OTHERS
4%

ALUMNI NETWORK

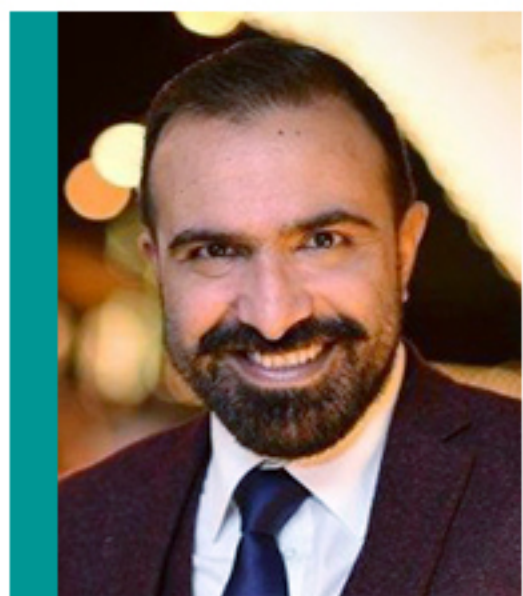
SDSB MBA graduates earn a lifetime membership to a privileged network of change-makers and impact creators around the world. MBA graduates stay connected through many alumni activities, including networking, professional development workshops, fundraising events, and more. With an over 14,000-member group of business leaders, entrepreneurs, and thinkers around the world, the LUMS alumni network plays a crucial role in the pursuit of excellence and growth.



MUNEEBA SHOAIB

MBA 2019
CONSULTANT, MCKINSEY & COMPANY

"Living up to its reputation, the academic standard of the MBA Programme was particularly impressive. Instructors are extremely well versed in the case study methodology and push students to approach business problems in a unique manner. SDSB is a platform for growth. It's important to understand all that it offers in terms of academics and professional development, and use that to shape and excel in your career choices."



RUNAAS DEHEEM YOUSAF

MBA 2002
CHIEF MARKETING OFFICER, KING ABDULLAH ECONOMIC CITY, SAUDI ARABIA

"The MBA Programme set me up for success at three levels. First, it helped me ask more of myself by enabling me to understand the extent of my own capabilities. Second, it made me capable of delivering more with its rigorous focus on honing core skills. Third, it made me ask more from life, think big and set my sights higher. Exposure at LUMS made me reset my standards and re-calibrate my benchmarks, because after a LUMS MBA, to be a mere achiever is to underachieve. The mix of confidence that the University inspires, along with the exposure that its rich environment provides, and with the doors it opens, it makes the world your oyster."



ADMISSION CRITERIA

LOCAL AND INTERNATIONAL STUDENTS

Admission is purely merit-based and rests solely on the following criteria:

ACADEMIC RECORD

A minimum of **sixteen (16) years** of education leading to a Master's or Bachelor's degree* from a university recognised by the Higher Education Commission (HEC), Pakistan.

* Applicants holding only a Bachelor's degree of less than four years' duration will be required to produce an Equivalence Certificate issued by HEC, Pakistan. Applicants completing their last degree by **May 30, 2021** are also eligible to apply.

ADMISSION TEST REQUIREMENTS

Applicants are required to take **one (1)** of the following tests in order to be considered for Fall 2021 admission:

- Graduate Management Admission Test (GMAT)
- Graduate Record Examination (GRE)
- NTS GAT (General)

For further details on GRE (General), GMAT and NTS GAT (General), please visit www.ets.org, www.mba.com and nts.org.pk

WORK EXPERIENCE

This requirement is not mandatory for admission to the MBA Programme. However, preference is given to applicants with prior work experience. Evaluation is based on the tenure and quality of the full-time work experience.

NOTE

- GMAT/GRE (General) taken more than five years before the admission deadline will not be considered valid.
- NTS GAT (General) taken more than two years before the admission deadline will not be considered valid. A cumulative score of 50 in GAT (General) is the minimum requirement for admission.
- If the applicant has taken more than one test, the best score will be considered for application evaluation.
- We are aware that the current COVID-19 crisis poses difficulties for applicants to submit test scores. Under the circumstances, you can apply to the MBA Programme without submitting the test scores (if you have not taken the test yet). You may submit your application without the GMAT/GRE/NTS GAT scores, provided all other application components are complete upon submission.
- If no admission test is scheduled due to the closure of test centres by April 30, 2021, LUMS will process applications using the available information. If shortlisted, you may then be asked to appear for an interview, followed by a conditional acceptance, if you are successful. Once test centres are functioning, you will need to sit for the test and attain the minimum test score required by the University.

SUBMISSION OF ONLINE APPLICATION, APPLICATION PROCESSING FEE AND ONLINE SUPPORTING DOCUMENTS

Complete online application, application processing fee and supporting documents should be submitted by the stipulated deadline. Submission of a minimum of two recommendation letters is compulsory.

APPLICATION REVIEW

The relevant committee to finalise admission decisions reviews shortlisted applications. Applicants are encouraged to share complete information inclusive of their academic and extra-curricular achievements, research reports, workshops that they may have attended or additional information to substantiate their applications.

PERFORMANCE IN INTERVIEW

Only shortlisted applicants will be called for an interview.

FINANCIAL SUPPORT

The MBA journey is an important investment for you, and LUMS shares in this investment through several financial assistance programmes and interest free loans. Financial support is available to all eligible local and international applicants applying to our MBA Programme.

MBA MERIT SCHOLARSHIP

Admitted students will be awarded a Merit Scholarship covering 50% of the tuition fee if they meet one of the following criteria:

- A GMAT score of 700 and above or a GRE score (equivalent to a GMAT score of 700 or above i.e. an aggregate GRE score of 322 or above in the quantitative and verbal sections).
- Top three (3) applicants in the University's Admission Merit Ranking

ASIAN DEVELOPMENT BANK-JAPAN SCHOLARSHIP PROGRAM (ADB-JSP)

ADB-JSP provides support to students from ADB's members of developing countries. This scholarship covers full tuition fee, cost of medical and accidental insurance, monthly subsistence allowance, book allowance and travel expense. The applicant needs to simultaneously apply to the MBA Programme for admission along with financial aid and ADB-JSP through relevant websites.

LUMS INTEREST FREE LOAN

LUMS offers Interest Free Loans to local MBA students based on annual financial need assessment. These loans cover partial to full tuition fee expenses.

WOMEN SCHOLARSHIP

Fostering, celebrating and advancing women's leadership in business, a 50% tuition fee waiver will be awarded to all admitted female students.

MCB STUDENT PERSONAL LOAN (SPL) FACILITY

Local MBA applicants can also apply to the MCB Student Personal Loan (SPL) Facility. For details, please visit <https://lums.edu.pk/programmes/mba?ref=financial-aid>

EXTERNAL SCHOLARSHIPS

There may be named scholarships available for students supported by individuals and organisations from around the world. Support and eligibility for these scholarships vary depending on the donor.

